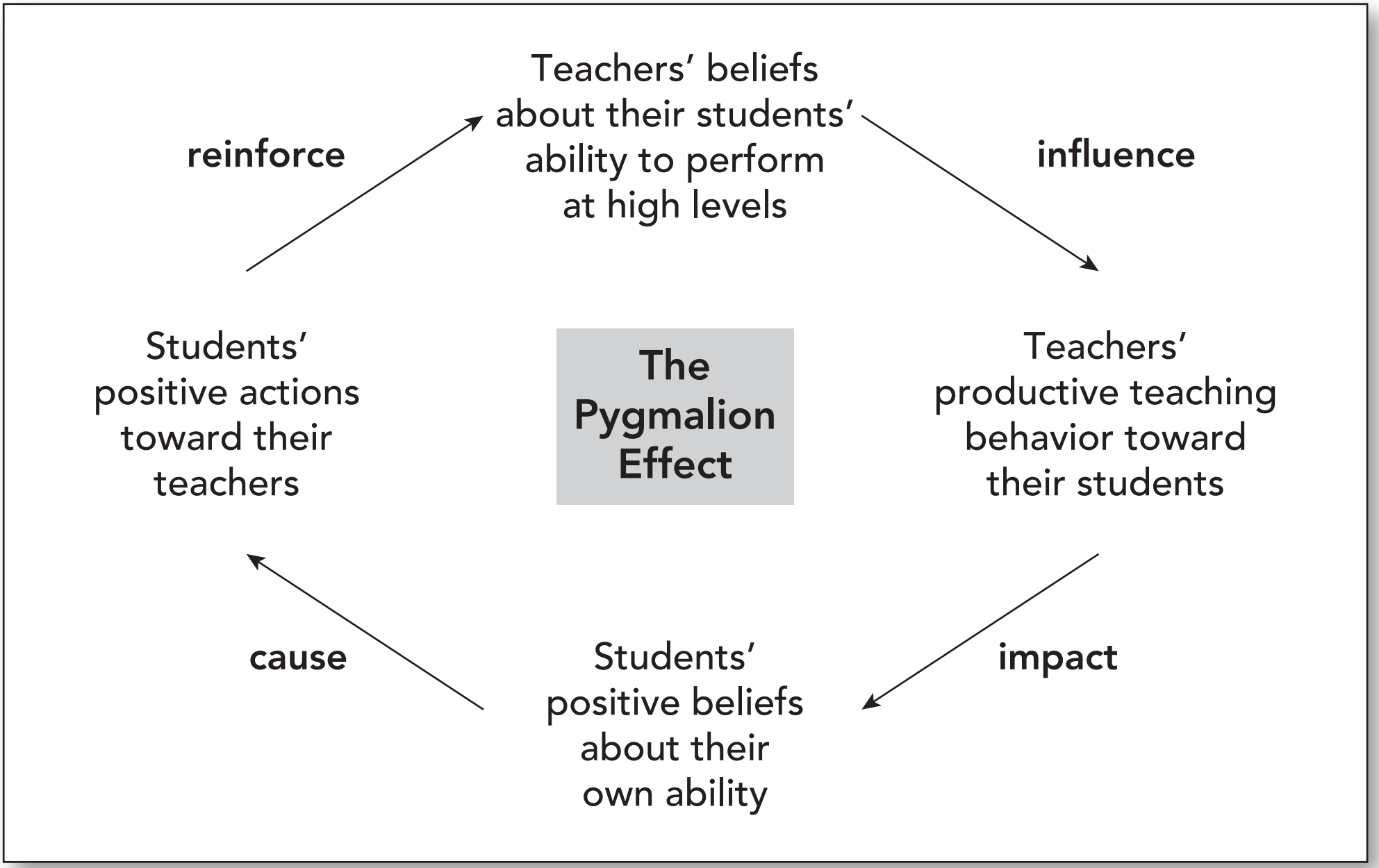Figure 2.1 The Pygmalion Effect